

# NFB'S OWN WORK COST \$3,480,935

## CBC Okays Two TV Satellites

Two Ontario communities, Elliott Lake and Kapuskasing, will soon have television through satellite stations, it was announced by the Canadian Broadcasting Corporation's Board of Governors, following its recent Ottawa meeting at which a number of other TV broad-

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## Hamateurs Given Aid By Ontario

Non-profit theatricals, so undesirable in the professional theatre, are deliberately perpetuated in one circle and cherished in another. That circle which guarantees their profitless condition is a government one—the Community Programs branch of the Ontario

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## 'INCOME' WAS \$5,579,507 IN '55-6; THEATRE DATES DOWN, TV UP

Linking government allocations with revenue from sales, rentals, royalties and other miscellaneous sources to create a figure for what—according to government practice—it defines as income, Canada's National Film Board had \$5,579,507 to spend during the 1955-56 fiscal year ending March 31, its annual report showed. It spent all but \$15,186 of it, this being transferred to the credit of the Receiver General as revenue. The \$5,579,507 compared with \$4,648,634 the previous year.

### Quimet Names Jennings B'casting Controller

Controller of broadcasting for the Canadian Broadcasting Corporation is now Charles Jennings, 49, who was director of programs and assistant controller of broadcasting under E. L. Bushnell, assistant general manager of the CBC, it was announced in Ottawa by Alphonse Quimet, general manager. Bushnell, who was also controller of broadcasting, will concentrate his attention on the more important post.

Jennings remains director of programs and his assistant in that section of his responsibilities, Marcel Quimet, 42, will also be assistant controller of broadcasting.

It would appear that the realignment of responsibilities is in keeping with the opinion of the Royal Commission on Broadcasting, as offered in its report, that the general manager is carrying "a serious over-burden of work and responsibility"—partly, it thinks, because the CBC can't "compete for efficient senior

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## Canada Branches For Continental?

Not much credence was given a trade press release from Continental Distributing Inc. of New York, in which it was stated that the company "will undertake its own sales and distribution in Canada with offices in key cities" and that "Arrangements are being

(Continued on Page 2)

## Tash Takes Over

Successor to Jack Mackay as manager of the Toronto office of Associated Screen News is the veteran cameraman, Roy Tash, who has been with the company for many years. Mackay left to join the staff of Shelly Films, Toronto.

## QUINN WITH TRANS-WORLD LAB

Laboratory superintendent for Trans-World Film Laboratories Limited, Montreal, is now Fin Quinn, who joined the Company May 1 soon after his resignation from a similar post at the National Film Board. Quinn replaced Ray Payne in charge of the 80-man NFB set-up in 1955. Another NFB staffer who made the switch to Trans-World is Jean Latremouille, who joined it in 1949 and was developing room supervisor at the time of his resignation.

Quinn joined the NFB in January, 1946, some months after he came out of the RCAF, as a developing machine operator and became Payne's assistant in 1954.

"The appointment of Mr. Quinn is Trans-World's first step towards a complete reorganization program which is to take place gradually in order to become one of the biggest and best in Canada," General Manager Andre Prefontaine said in making the announcement. Many people consider Quinn Canada's No. 1 authority on film processing, he stated.

## SOCIETY APPRECIATES INDUSTRY AID

Appreciation of the work of the Canadian motion picture industry in providing and distributing a trailer during the recent Easter Seal campaign was expressed by the Canadian Council for Crippled Children.

The motion picture committee was headed by Frank Fisher, vice-president of Odeon, who is about to begin another term as a director of the Ontario Society for Crippled Children.

Production and editing of the trailer was undertaken gratis by S. W. Caldwell Limited of Toronto and Associated Screen News Limited of Montreal. Shelly Films of Toronto assisted in the editing and transferred the sound on the dupe negative and arranged for the 35 mm. release printing without charge.

Distribution to some 1,500 theatres was handled free by the Canadian Motion Picture Distributors Association through several of its members companies. An estimated 5,000,000 persons saw the appeal.

## Year Book Information Shows Many Changes

It's news if it's new. It doesn't really have to be new. It has to be new to the reader. Our annual endeavors to bring information up to date for our next Year Book always reveals unpublicized changes, most of them remote from our point of publication. The persons who cause such changes and those whom they affect say little about them outside their offices; often they take place within government organizations and they see no point in an announcement. The persons with whom they deal learn them in the course of things, so why bother? Yet they are of interest to the trade generally.

Last year there were two new

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## BC Drive-in Opened

Cache Creek Drive-in Theatres Limited has opened its 187-car Cache Creek Drive-in in Cache Creek, BC.

## Fisher Rotary V-p

Vice-president of the Rotary Club of Toronto, largest unit of that organization in the British Commonwealth, for the next term is Frank H. Fisher, executive vice-president in charge of theatre operations for The Odeon Theatres (Canada) Limited.

## Premiere In Ottawa

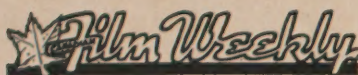
North American premiere of JARO's Ill Met by Moonlight has been set for May 15 at Ottawa's Odeon Theatre. Produced by Powell and Pressburger, it stars Dirk Bogarde and Marius Goring.

## 'FRIENDLY PERSUASION' SHOWMANSHIP CONTEST EXTENDED TO JUNE 29

Allied Artists Pictures of Canada Limited has extended the closing date on its Friendly Persuasion Showmanship Contest to midnight, Saturday, June 29, in order to give as many Canadian managers as possible an opportunity to enter. The unprecedented number of holdovers on the

film would otherwise have shut them out. Campaign books, to be eligible for the three prizes of \$150, \$100 and \$50, must be mailed previous to the closing date to Larry Stephens, AA Pictures of Canada, 286 Victoria Street, Toronto and must be marked "Friendly Persuasion Contest."





Incorporating the  
Canadian Moving Picture Digest  
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HYE BOSSIN, Editor

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## CONTINENTAL

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made for physical offices and for hiring personnel." Canadian distribution execs couldn't see it. The territory, the release said, would be under the direction of Carl Peppercorn, v-p in charge of sales, who was Canadian general manager of RKO a couple of years ago.

The "joint statement" by Frank Kassler and Walter Reade Jr., respectively president and chairman of the board, read:

"It has long been apparent that Continental's expansion program required offices in Canada and we are convinced that now is the time to do it. Not only will we handle sales and distribution for our own product, but for outside producers and distributors as well. We have concluded negotiations for several important motion pictures and specific titles will be announced shortly."

### 'The Brothers Karamazov'

Maria Schell, noted Swiss actress, has been signed by MGM for the role of Grushenka in *The Brothers Karamazov*. Carrol Baker, previously announced for the part, was unable to fill the role due to an earlier commitment.

### MGM's 'The Hired Gun'

Rory Calhoun will star in MGM's *The Hired Gun*.

## Catholic Knighthood For J. J. Fitzgibbons

J. J. Fitzgibbons, president of Famous Players Canadian Corporation, was one of 23 leading Catholic laymen of Eastern Canada on whom knighthood in The Equestrian Order of the Sepulchre of Jerusalem was bestowed in St. Michael's Cathedral last week by Cardinal McGuigan, Archbishop of Toronto. The Order was started in Jerusalem in 1099 by Godfrey de Bouillon, a Crusader who set up a company of knights to defend the holy places.

Cardinal Canall, Patron of the Order, sent his secretary, Rev. Bede McEachen, from Rome to conduct the ceremony according to prescribed ritual. The title of Lady was bestowed on the wives of the knights in a ceremony immediately following the first.

# Annual NFB Report

(Continued from Page 1)

\$302,391. Of this revenue the NFB spent \$188,063 to help finance TV production and \$99,142 "to meet contingencies in the main program," leaving the \$15,186 referred to earlier.

Here is how the report broke down 1955-56 NFB film production:

Original Films	62
Original TV Films	39
Versions and Revisions	64
TV Versions and Revisions	40
	205

English Originals (TV and non-TV)	79
French Originals (TV and non-TV)	22
English Versions and Revisions (TV and non-TV)	42
French Versions and Revisions (TV and non-TV)	49
Other languages	13
	205

During the year 39 foreign-language versions in Spanish, Dutch, German, Portuguese, Danish, Norwegian, Swedish, Italian, Greek, Hindi, Urdu, Arabic and Bengali were produced — 26 under contracts outside the NFB. Thirty NFB newsreel stories were used for TV and other purposes; 53 film strips on many aspects of Canadian life produced, 44 of them for government departments, and many stills made by the Still Photography Division.

Of the 79 films for TV, 39 were original productions and the others revisions of these for French-language and other uses. The NFB made 39 theatrical films — two originals each in English and French in the Canada Carries On one-reel series, 11 original Eye Witness sequences in English and 11 in French; the rest of the total being revisions. Theatrical bookings fell to 7,294 from 10,719.

The NFB's non-theatrical production, including government-sponsored films and language versions and revisions, totalled 105. Canada's 496 Film Councils provided the major outlet for these.

Following are the NFB's breakdowns of production, distribution and administration costs, after which comes figures indicating how much it got in revenue from each area of activity:

## PRODUCTION OF FILMS AND OTHER VISUAL MATERIALS (1955-1956 Expense)

Films for Theatrical distribution—	
English	\$173,672
French	49,041
International Newsreel	41,127
General Program	673,396
Adaptations and Revisions of existing films into other languages and lengths for further distribution	38,304
Films for television	577,919
Filmstrip production	34,746
Photo services	66,533
	1,654,738

## DISTRIBUTION OF FILMS (1955-1956 Expense)

Administration	\$160,706
Canadian Non-Theatrical	751,280
Commercial	55,533
International	275,860
Catalogues and other Informational materials	108,906
	1,352,285

## ADMINISTRATION AND GENERAL SERVICES (1955-1956 Expense)

Executive	\$ 45,042
Administration	214,842
General Services	214,028
	473,912

## RENTALS AND ROYALTIES (1955-1956 Income)

	Total	Theatrical	Non-Theatrical	Television
Canada	\$152,375	—	4,189	148,186
USA	54,346	37,200	10,518	6,628
UK	10,242	1,741	5,845	2,656
Other Foreign	15,534	2,883	11,815	836
	232,497	41,824	32,367	158,306

The Board's regular staff totalled 561 and during the year seven scholars from various countries, who came through Unesco, the Colombo Plan and other sponsors, were given training.

In the motion picture laboratories film processes totalled 13,166,844 feet including in 35 mm. black and white, 4,141,838 feet; in 16 mm. black and white, 6,738,887 feet; and in 16 mm. color, 2,286,119 feet.

Films processed in outside laboratories came to 1,176,314 feet of 16 mm. black and white and 622,139 feet of 16 mm. color.

### Paramount's 'Obsession'

George Cukor will direct Paramount's *Obsession*.

## MONTREAL THEATRE VENTURE

A live theatre organization headed by Gratien Gelinat and dedicated to the presentation of Canadian plays in French and English will begin operation in the Radio City Theatre, Montreal, after alterations are complete in October. The organization, Le Theatre de la Comedie Canadienne, will be supported by private and government grants and Premier Maurice Duplessis of Quebec has announced that it will receive \$25,000 per year for the next four years.

The Dow Brewery of Montreal purchased the theatre for \$250,000 and will spend \$50,000 renovating and altering it for its new purpose. The stage is 64 feet wide and 32 feet deep and the theatre, for many years a burlesque house called the Gaiety, will seat 1,450. Prices will be held down to make it possible for students and others with low incomes to attend.

First news of the project came from Premier Duplessis at his weekly press conference, which was attended by Gelinat and the Honorable Wilfred Gagnon, chairman of the board of the Dow Brewery.



WHY doesn't our business promote a Canadian Movie Week — or even a Movie Month? The Radio Industry has just declared a Canadian Radio Week. The Canadian Restaurant Association annually sponsors a Restaurant Month. Toronto has just announced a Music Week and other organizations of various types regularly announce similar events in order to call to the public's attention whatever they are sponsoring.

In the formative years of our business it was generally felt that moviegoing was, to a great extent, a habit—and it was. As time went by an increasing segment of the public became more selective and only attended movies when something was being shown that they really wanted to see. The advent of TV and its replacement of movies as a time-waster further diminished the regular moviegoing habit. Nevertheless, we are keenly aware of the wonderful entertainment that so many people miss by not attending the movies. A Canadian Movie Week or Month could be the springboard for a terrific splash of publicity and promotion which would colorfully draw to the attention of the public the strong entertainment values of motion picture theatres. This could conceivably result in attracting some portion of the so-called lost audience. All theatres could specially select their programs and generally put their best foot forward to attract the public, with the hope that they would thereafter return more frequently. The possibilities of such a plan are without limit and the cost does not have to be high. A suitable time would seem to be the early Fall, when our business faces revitalized TV opposition.

As showmen, we have always considered ourselves better merchandisers than those engaged in any other business. Unfortunately this is no longer true. We are aware that the public has the money today and the time to spend at motion picture theatres but, notwithstanding this, audiences are far below what they should be. We know that we have a plethora of good entertainment to sell and we keep talking about selling it harder. We fail

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# THE NEW STANDARD FOR ALL BIG WESTERNS OF THE FUTURE

Produced by Hal Wallis for Paramount

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Four years ago, Paramount gave the western new boxoffice stature with a picture called "Shane." Since then, it has been the criterion for all westerns to aim for—though up to now, none has equalled its success.

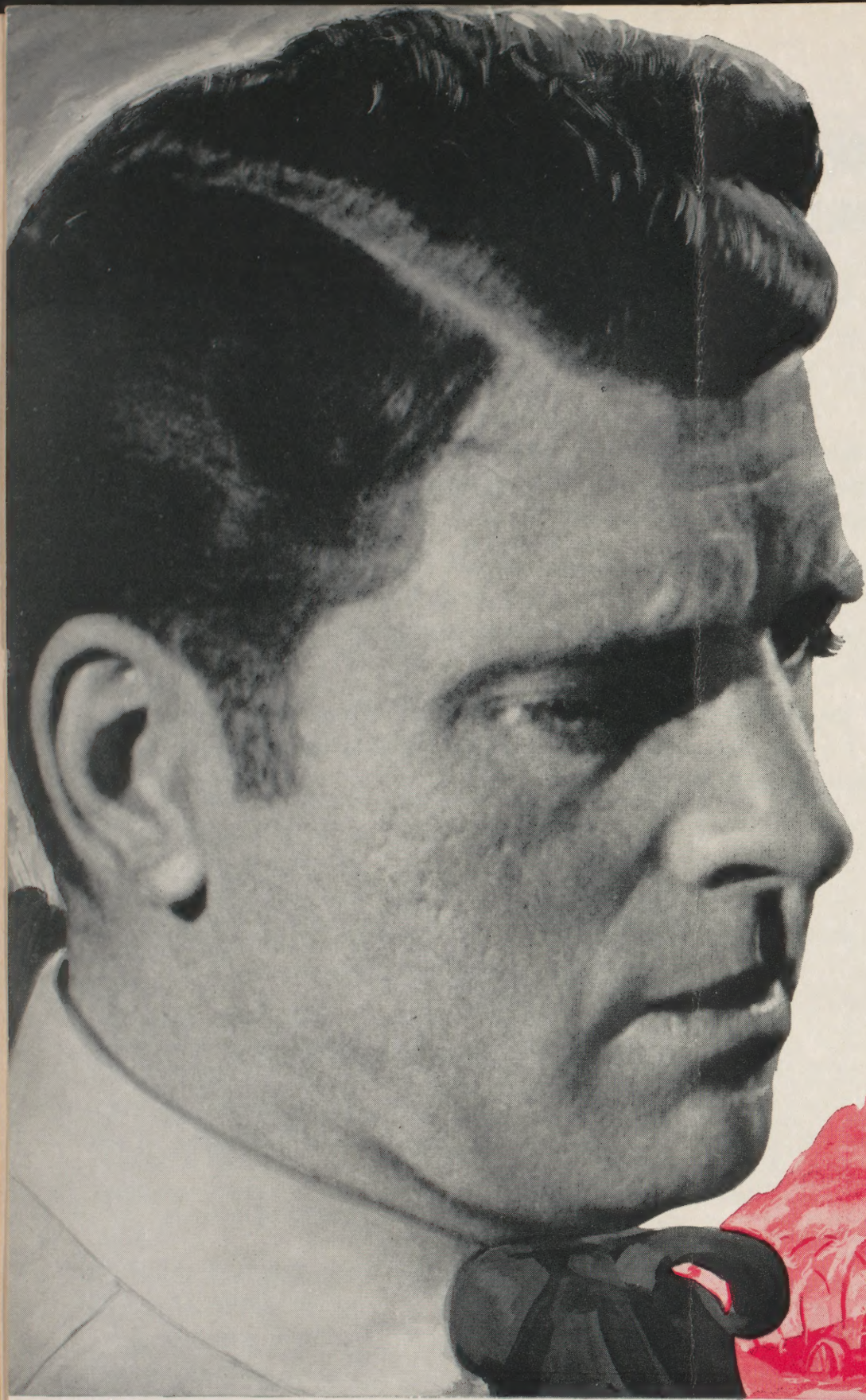
Now Hal Wallis, whose talent for combining the unusual with sure-fire box-office handling, has made a western which takes a giant stride beyond "Shane." He has given it great stars, lavish production and dramatic perception that put it in a class by itself.

It's the story behind the strange events which made guns go off one deadly day at the O.K. Corral. It's the picture that creates a new boxoffice yardstick against which all big westerns of the future will be measured.





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IN A HUG  
PROD



VISTAVISION<sup>®</sup>  
WIDESCREEN PICTURE

**BURT  
LANCASTER • KIRK  
DOUGLAS**

Co-starring

**RHONDA FLEMING • JO VAN FLEET • JOHN IRELAND • TECHNICOLOR<sup>®</sup>**

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**HA  
WAL**  
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# BOXOFFICE STARS E EXCITING ACTION...

Trigger-taut drama of the strangest alliance—between the West's most famous lawman and its deadliest gambling killer. A story enormous in scope, unusual in concept, is incomparably played by the greatest team who ever went into action to sell tickets at your boxoffice!



# **GUNFIGHT AT THE O.K. CORRAL**

Directed by  
**JOHN STURGES** · Screenplay by  
**LEON URIS**



Music Composed and Conducted  
by **Dimitri Tiomkin** · A Paramount Picture

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## OUR BUSINESS

(Continued from Page 2)

to understand, however, that there is a limit to the potential of local selling and that more must be done on an industry-wide basis. The recent joint effort on the Academy Awards Contest was an excellent and successful example of what can be done co-operatively. As a counterbalance for the Fall we might try a Canadian Movie Week — or Month.

## MANY CHANGES

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heads of provincial departments of much importance to exhibitors — those dealing with theatre inspection. In Manitoba R. A. Barley succeeded W. J. Moffat as Chief Inspector of Theatres and in British Columbia Basil O. Nixon took over from W. A. Walker.

C. Hunt replaced W. Fallis as manager of the Toronto office of General Films and Douglas M. Haig succeeded William F. Milnes as treasurer of G. N. Mackenzie Limited, Toronto TV sales outfit. A. H. Simmons took over from S. S. Tait as general manager of Gevaert (Canada) Limited.

Following is news about production personnel. Cinesound Limited, Toronto, added Robert Hausler as color supervisor and Frederick Sengmueller as sound engineer. Changes at Omega Productions, Montreal, had Leonard M. Gibbs as vice-president and treasurer instead of comptroller, Denis Mason replacing George Fenyon as chief cameraman and Marc Beaudet taking over as chief editor from Pierre Thomas d'Hoste. F. Ross McConnell is now production manager of Briston Films, Montreal, under Jack Bristowe, president, and Doris Cromien has a new post at Peterson Productions, Toronto — that of makeup director. Acting director of the Nova Scotia Tourist and Information Bureau as successor to Earl Clark is George E. Herman.

C. S. Chaplin, general manager for United Artists in Canada, has replaced R. W. Bolstad of Famous Players on the executive committee of the Motion Picture Branch of the Toronto Board of Trade, of which Harvey Harnick, Columbia general sales manager in Canada, is chairman. J. L. Tournier is now a director of the Composers, Authors & Publishers Association of Canada and Rosaire Archambault and Lionel Daunais are no longer on the board.

Industrial Electrical Contractors Limited have a new Peterborough representative, G. Laehy, and have added one in Brockville, L. Lochner. Sales promotion manager for Lily Cups Limited is now J. Montgomery and G. Kraemer is Quebec district manager. Dominion Sound Equipments Limited now have a Saskatoon rep., R. E. Penny.



### John Grierson Welcomed By Producers' Association

First chairman of the National Film Board and one of the motion picture's famed figures, John Grierson, was the speaker at the luncheon of the Association of Motion Picture Producers and Laboratories of Canada. The luncheon, held in the Carlton Club, Toronto, divided the quarterly meeting.

To the left of Grierson is Arthur Chetwynd, president of Chetwynd Films Limited, Toronto, head of the AMPPLC, and to his right are Graeme Fraser, vice-president of Crawley Films Limited, Ottawa and AMPPLC past president, and Spence W. Caldwell, Association vice-president and president of S. W. Caldwell Limited, Toronto.

## Short Throws

**EASTERN** Division of Phillips-Gutkins and Associates Limited has recently been established with offices at 225 Mutual Street in Toronto. The firm, which produces live and animated films in the commercial field, has its head office at 432 Main Street, Winnipeg.

**DEMOLITION** of the long-closed Plaza Theatre in Montreal is now under way and present plans of M. Custom, the owner, is to alter and remodel the building for a store on the lower floor and possibly an auditorium on the upper storey.

**SPEAKER** at a meeting of the Society of Music Enthusiasts, held at the North Toronto YMCA last week, was Louis Applebaum, music consultant to the National Film Board. He discussed the principles and techniques of composing for films, including the mechanics of writing, performing and recording a score so that it reinforces the action. He illustrated his points with several National Film Board subjects. Applebaum, until last year musical director of the Stratford Shakespearean Festival, has written scores for Hollywood films, among them G. I. Joe and Tomorrow the World. His creative range has covered theatre, ballet, television and every type of film.

**CALENDAR** of Film Festivals, Contests and Awards, internationally complete, is available from the University Film Producers Association, 112 West College Avenue, University Park, Pennsylvania. It was compiled by Frank Neusbaum, administrative head of the Motion

Picture and Recording Studio, The Pennsylvania State University, and the price is \$1.25 for Canada. This year's edition does not include the Stratford Film Festival.

**STUDENT** award of a \$100 government savings bond will be made annually by the Society of Motion Picture and Television Engineers to the pupil who presents the best paper at a Student Section meeting during the school year in the USA preceding the granting of the award. Announcement of the new award was made at the recent 81st semi-annual convention of the SMPTE in Washington and it was hoped that this recognition would help increase the interest of students in industry.

**CLOSED** during the 1956 season while damage caused by a hurricane was repaired, the Skyway Drive-in near Windsor, Ontario has been re-opened. Now one of the most modern in Canada, the Skyway has a Selby tower and a CinemaScope screen measuring 121 feet wide by 52 feet high. Originally a Famous Players unit, the drive-in was sold to the Dydzak Brothers after the hurricane and is now managed by John Dydzak, Jr. The only other ozoner in the area, the Windsor, is also owned by the Dydzaks.

**ADDITIONS** to the Adult Entertainment list of the Ontario Board of Censors include Hit and Run, Lizzie, Man Who Turned to Stone, Attack of the Crab Monsters, Delinquents, No Time to Be Young, River's Edge and The Undead.

## TV SATELLITES

(Continued from Page 1)

casting matters were handled. The Board turned down an application for another satellite, deferred the request for permission to erect a new TV transmitter and approved four separate share transfers. The recommendations of the Governors go to the Department of Transport, the licensing authority, which usually follows the suggestions sent on to it. There are two 35 mm. motion picture theatres in Kapuskasing and a 16 mm. one in Elliott Lake.

Approval was given by the Board to CKSO Radio Limited for a satellite station on Channel 2 in Elliott Lake and to J. Conrad Lavigne Enterprises Limited for one on Channel 3 in Kapuskasing, but the CBC turned down the Lavigne company's request for a second satellite at Kirkland Lake, Ontario, because it would come within the orbit of an authorized TV station.

Deferment for further study was ordered for the application of Radio Station CJDC (Dawson Creek, BC) Limited for a new TV transmitter on Channel 5 with 173.5 watts video and 86.75 watts audio in Dawson Creek. Postponement was to allow the CBC to study the relatively-high costs it would incur in supplying national program service to such low-power TV stations.

Niagara Television Limited's request for a power increase for its Hamilton, Ontario transmitter, CHCH-TV was okayed by the Governors on the grounds that it was technically feasible and would improve and extend the service in the area.

Share transfers in Manitoba Broadcasters Limited's CKX and CKX-TV in Brandon, Manitoba, in Station CKNX Limited's CKNX and CKNX-TV in Hamilton, Ontario, in Calgary Television Limited's CHCT-TV in Calgary, Alberta, and in CHEK-TV Limited's CHEK-TV in Victoria, BC, were approved. However, in the last instance, the Board, which noted that in all cases control of the company was not affected, stated that it would "take a serious view in the future in any cases such as this (CHEK-TV) where one person who has been party to an application tries to withdraw soon after a licence has been granted." The stock transfer was from Charles R. White to William Rea, Jr.

### WB's 'Missouri Traveler'

Brandon DeWilde will star in The Missouri Traveler, C. V. Whitney film which Warners will release.

### Leslie Caron In 'Gigi'

Leslie Caron has been signed by MGM to star in Gigi.

### Peggy King In 'Zero Hour'

Peggy King has been signed to make her film debut in a starring role with Dana Andrews and Sterling Hayden in Paramount's Zero Hour.



## HAMATEURS

(Continued from Page 1)

Department of Education. The one that welcomes its special attentions to non-profit theatricals is made up of about 300 local drama groups in various parts of the province.

How does the Province serve these groups, out of which come many who later are part of some section of entertainment or communication? The Community Programs branch, which operates from 106 Huron Street, Toronto, under the direction of K. L. Young, has a library made up of plays and technical volumes. These, chosen from a catalogue in one of the eight district offices, are sent on request of a group representative. They are to help provide ideas and must not be retained for use in some enterprise of the group.

Also available are a number of technical films on aspects of drama presentation and these also are not available to individuals as such. The branch supplies part-time advisers to groups. These, chosen from Drama League affiliates, earn extra money on week-ends. There is no objection to the use of pros, Young says, but they aren't available.

Just recently the Canadian Equity Committee of the Actors' Equity Association ruled that its members may appear with amateur companies, the fees being \$5 per performance for junior cardholders and \$25 and special billing for seniors.

In an advisory capacity to the branch is the Ontario Drama Council, made up of lay people from different parts of the province, which meets four times a year to discuss the best way to serve the groups. Its president is James Dean, who is on the staff of Central Technical School, Toronto. The other members are Charles Tuck of Kitchener, president of the Western Ontario Drama League; Vida Peene of Toronto, who was recently appointed to the newly-formed Canada Council; Michael Micklejohn of Ottawa, president of the Eastern Ontario Drama League; Mrs. Marion Little, Kirkland Lake; and Mrs. Arthur Fort, Port Colborne.

The Community Programs branch covers many other activities—teaching English to immigrants, square dancing, recreational projects for older folk and teenagers, etc. A busy field is puppetry. There are three puppetry guilds in the province and another is being formed. There is an Ontario Puppetry Association.

The Community Programs branch has about 50 persons on its administrative staff, counting Young and his top officers. It employs 13 field people and eight specialists.

The Ontario Department of Education also maintains an audio-visual section with numerous films of educational and instructional character.



CHIVALRY is not dead. A number of ladies got on a Yonge Street bus carrying shopping parcels. They stood because every seat was occupied by men, not one of whom offered to give his up. After a few blocks one, more of a gentleman than the others, tugged at a woman's coat. "On your toes, lady," he whispered. "I get off at the next block" . . . Early May was darned chilly and I said so to John Edwards, the almost-75 massage man who gives the Twinex execs a going-over twice a week. John, whose sayings and stories remind me of the England of Thomas Hardy's *Life's Little Ironies*, warned: "Until May is out change not a clout." The Oxford re clout: "(arch.) piece of clothing." Also a patch . . . Lorne Greene, in Hollywood for



Columbia's *The Hard Man*, his first Western, may play the prosecutor in MGM's *The Brothers Karamazov*. That would make him the third Canadian in it. (See *News Clips*, this edition) . . . The kids use "demolicated" to describe what happens to someone beaten badly. When I was one we'd threaten to "mobilize" someone. The word sounded ominous, I guess . . . Chinese proverb, a variation on the one about a picture being worth 10,000 words: "To see once is better than to hear a thousand times."

STRATFORD Film Festival will seek recognition from the International Federation of Film Producers Associations and issue Certificates of Participation. Incidentally, Michael Langham, the Stratford Shakespearean Festival's artistic director, wouldn't deny Nat Cohen's suggestion — on *Fighting Words* — that a touring troupe would take off when the theatre on Ontario's Avon goes dark this fall . . . Dick Newman and his *Free Press* colleagues in London, a one-paper town, will have a Press Club soon . . . *That Look* story about Sinatra made him out half angel and half jerk. I don't think the first half entitles him to tolerance for the second half . . . *Story around* here is that a Vancouver daily will fold shortly . . . At a time when TV claims weekend time that used to go for reading the Toronto papers are piling big, fat Sunday editions on us . . . Brooks Atkinson, reviewing *Theatre* for the *NY Times*, says the author, James Lee, brought out these truths about backstage life in Manhattan: "the spurious enthusiasm for old friends, the cynicism and squalor, the ruthless competition, the corruption of personal character, the affront to personal dignity." It's true that unhappy experiences in NY make terrible jerks out of some very nice people, who aren't quite the same when they come back home.

SATURDAY NIGHT featured The Fitzgibbons' physog on its cover last week as an introduction to Mary Lowry Ross' inside story, *Man Behind a Shadow World* . . . Another Stratford note: There's room for a 600-seat theatre in the bowels of the new building. That's where future film festivals may be held . . . Michael Taylor, Nat and Yvonne's boy, will spend the summer at the Associated British-Pathe studios in London, then return to the University of Toronto . . . I found much of the Westbury Hotel's charm in its newness . . . Overheard: "I've got a warm spot for him — and I wish he'd go there" . . . Friday night shopping in department stores has provided a weekly adventure for the kids that used to come downtown but twice a year before — Easter and Christmas. Watch them rushing gleefully out of the subway, dragging Pa and Ma after them toward the store . . . Probably the only branch of Perkins Electric still open is the Toronto one, which Bill Walterhouse, with the 40-year-old firm since 1928, is managing. A major factor in knocking it out was the large amount of credit allowed exhibs during the wide-screen changeovers . . . "Calypso is just sunburnt Rock 'n Roll," cracked Bill Curley of the Scarboro Drive-in after a screening of AA's quick cash-in feature, *Calypso Joe* . . . There's a good press yarn in the plumber by day who's a Latin-dance teacher by night . . . Brevignette of *The \$64,000 Question*: Skullerama.



MARK POTTTEL

Elected president of the Canadian Motion Picture Distributors Association. He is sales manager of Empire-Universal Films Limited.

## Toronto Exhib Sued For Capac Fees

Payment of damages and costs and discontinuance of all performances of music copyrighted by the Composers, Authors and Publishers Association of Canada Limited has been ordered by the Exchequer Court in the action brought by Capac against Stephen Majnik, operator of the Academy Theatre, Toronto. Legal costs amounted to \$176.55.

According to C. R. Matheson, licencing manager of Capac, Majnik was notified on numerous occasions that he would require a licence to perform copyright music and legal action ensued when he ignored all requests for payment of fees.

## Columbia Acquires Novel

Columbia has acquired Alistair MacLean's new novel, *The Guns of Navarone*.

## Maurice Chevalier Signed

MGM has signed Maurice Chevalier for the role of Uncle in the musical, *Gigi*.

## Radio Engineers To Meet October 16-18

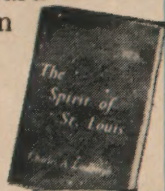
Convention and exposition of the Institute of Radio Engineers has been set for October 16 to 18 in Toronto and more than 90 per cent of the available space for the exhibition has already been booked, it was announced by Clare Norris, P.Eng., general chairman.

It is expected that over 100 papers will be read and that exhibits will include TV and radio transmission equipment, radar, control mechanisms, computers, aeronautical and navigational aids, nuclear industry supplies and service and many other electronic devices.



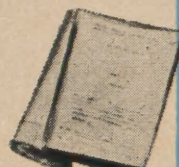
## THE SPIRIT OF ST. LOUIS

James Stewart as Lucky Lindy, a Leland Hayward-Billy Wilder production based on the Pulitzer Prize-winning book by Charles A. Lindbergh.



## THE PAJAMA GAME

Starring Doris Day, John Raitt, Carol Haney in the Sensational Broadway musical success produced and directed by George Abbott and Stanley Donen.

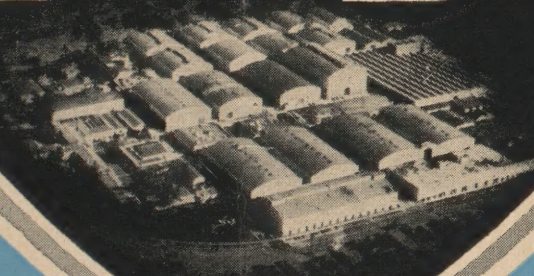


## THE PRINCE AND THE SHOWGIRL

Starring Marilyn Monroe and Laurence Olivier, two of the screen's most famous personalities. A Marilyn Monroe Productions, Inc. picture.



**A**LL THESE GREAT  
BOOKS...ALL THESE  
GREAT PLAYS...ADDING TO  
THE GREATNESS OF  
**W**ARNER **B**ROS.



## THE WHIP

An exciting and dramatic story. From a novel by the well-known author, Luke Short. To be produced by Henry Blanke, directed by Raoul Walsh.



## THE FBI STORY

An absorbing book by Don Whitehead which has received brilliant reviews and is at the top of the national best-seller list. To be produced and directed by Mervyn LeRoy.



## THE D.I.\* (\*Drill Instructor)

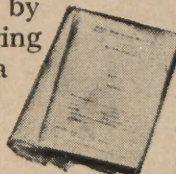
Starring Jack Webb, who also directs. This daring and dynamic adaptation of the novel has wide appeal, presents a surprising Jack Webb.





## A FACE IN THE CROWD

Another dynamic Elia Kazan production from story and screen play by Budd Schulberg, starring Andy Griffith, Patricia Neal. Directed by Elia Kazan.



## SAYONARA

Marlon Brando stars in the production of the best-selling novel by James A. Michener, author of "South Pacific," directed by Joshua Logan, produced by William Goetz. Screen play by Paul Osborn.



## AUNTIE MAME

The laugh hit of the nation. Two years a best-seller as a novel, by Patrick Dennis, and the current number-one comedy success of the Broadway theatre. To star Rosalind Russell. To be directed by Morton DaCosta.



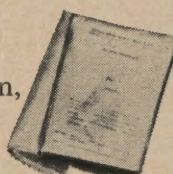
## MARJORIE MORNINGSTAR

Best-selling novel by Herman Wouk, author of "The Caine Mutiny." To be directed by Daniel Mann, produced by Milton Sperling.



## DAMN YANKEES

Another tremendously successful musical Broadway hit. To be produced by George Abbott in association with Frederick Brisson, Robert E. Griffith, Harold S. Prince.



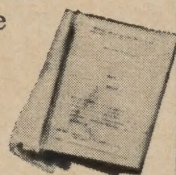
## THE OLD MAN AND THE SEA

Starring Spencer Tracy in the film version of most famous work of Pulitzer and Nobel Prize-winning author Ernest Hemingway. Produced by Leland Hayward. Directed by John Sturges.



## THE HELEN MORGAN STORY

Ann Blyth and Paul Newman star in this production based on the fabulous career of the great blues singer. Directed by Michael Curtiz, produced by Martin Rackin.



## NO TIME FOR SERGEANTS

Produced and directed by Mervyn LeRoy. The famous Broadway comedy hit and best-selling book by Mac Hyman, starring Andy Griffith and others of the N. Y. cast. Screen play by John Lee Mahin.



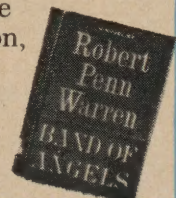
## THE NUN'S STORY

From the season's current best-seller by Kathryn Hulme. Audrey Hepburn to star. Fred Zinnemann to direct.



## BAND OF ANGELS

Starring Clark Gable and Yvonne De Carlo in the film presentation of the Literary Guild selection, best-selling novel by Robert Penn Warren. Directed by Raoul Walsh.



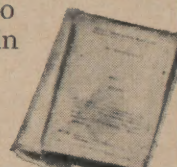
## ONIONHEAD

From the exciting new novel by Weldon Hill, regarded as a certain best-seller. Does for the Coast Guard what "Mister Roberts" did for the Navy.



## DARBY'S RANGERS

William A. Wellman's production based on the real-life exploits of Col. William O. Darby, World War II hero. To be produced by Martin Rackin, directed by Wellman. To star Charlton Heston.



## THE DEEP SIX

Starring vehicle for Alan Ladd. From the novel by Martin Dibner, to be produced by Martin Rackin, directed by Rudolph Mate.



## TOO MUCH TOO SOON

One of the most eagerly anticipated books of the year. To be produced by Henry Blanke, directed by Irving Rapper.



## THE PHILADELPHIAN

Newest of the important Warner acquisitions is this dramatic novel by Richard Powell which is climbing on top of the best-seller lists.





## News Clips

Separate payment for all story material used in toll TV programs will be demanded by The Writers Guild of America . . . Mr. and Mrs. Robert Gill, operators of the Royal Theatre, Bowmanville, entertained the older folk of that town at a matinee of AA's *Friendly Persuasion* . . . Canadian Home Journal is running a Win an Island contest in connection with MGM's *The Little Hut*. Top prize, a '57 Austin, is on display in the lobby of Loew's Yonge Street, Toronto. Other prizes include a Caribbean holiday and two sets of 1847 Rogers Bros. silverplate for each province.

Combination indoor-outdoor theatre opened near Detroit recently has a 400-seat indoor section in the centre of a 1,000-car area. The indoor patrons see the picture through a plate glass wall . . . A live demonstration of big-screen closed-circuit color television was demonstrated in Chicago by Closed-Circuit Telecasting System of New York . . . A Calgary drive-in is playing four full-length features plus free coffee and doughnuts.

Grant Mitchell, 82, a leading stage and screen actor, died in Los Angeles last week. Prior to his theatre career he had been a lawyer and a reporter . . . J. C. Preston, general manager of The *Expositor*, Brantford, was elected president of the Canadian Daily Newspaper Publishers Association last week . . . Pay-As-You-See television may make its Canadian debut in the Fall of this year or the Spring of 1958, said E. E. Fitzgibbons, head of Trans-Canada Telemeter, a Famous Players subsidiary.

Judith Evelyn of Toronto and Wm. Shatner of Montreal have been cast in MGM's *The Brothers Karamazov*. And Joy La Fleur, also from Montreal, has impressed Hollywood with her talents. She's known as Victoria Ward there . . . Andy Griffith, star of Warners' *A Face in the Crowd*, which Elia Kazan directed, will be in Toronto on May 21 for press, TV and radio interviews. Also in the picture are Patricia Neal as co-star and Anthony Franciosa, Lee Remick and Walter Mathau as featured players.

### Cast In AA's 'Violent Rebels'

Scott Marlowe and Fay Wray will head the cast of *Violent People*, which Bernice Block and Dale Ireland will produce as an Independent film for Allied Artists.

### WB's 'The Left Handed Gun'

Lita Milan has been signed by Warners to star opposite Paul Newman in *The Left Handed Gun*, previously known as *The Saga of Billy the Kid*.

## The NFB and the CBC

Should the Canadian Broadcasting Act, under which the Canadian Broadcasting Corporation inherits power over television, and the National Film Act be rewritten so that the National Film Board, which is governed by the latter, can share that power? Should they be placed under a single economic umbrella because of a similarity of functions in a large area?

The Royal Commission on Broadcasting hasn't thought about the CBC and the NFB in that way. But it suggests a six-man "official continuing committee" as "a recognized channel of communication" between the two, thereby recognizing that they are in an important way partners. "Since both organizations are Federal Crown agencies, since their objectives are so similar and since neither is ever likely to be commercially profitable, it is of little consequence to the taxpayer as to who pays how much," says the Commission's report.

Since both have similar objects, why should one be subservient to the other? There are some mighty good brains in the NFB too. And it may be of little consequence to the taxpayer as to who pays how much—but it is of considerable consequence that the most be gotten for the money, which perhaps could be a lesser amount than is required now.

Here is what the Commission said about the relationship of the CBC and the NFB:

THERE can be no doubt that the National Film Board looms large in the Canadian film industry. Its volume of production for 1955 was valued at nearly \$2.25 million while that of all commercial producers combined was about \$2.5 million. Whether the place occupied by the Board is too large or too small or whether the nature of its output ought to be altered in any way are not matters which come within our terms of reference. However, film is called upon to play such an important part in television that we feel it is not irrelevant to our mandate to say something about the relationship of the Board to the CBC.

One of the Board's main objectives, as set out in the National Film Act, is "to produce and distribute and to promote the production and distribution of films designed to interpret Canada to Canadians . . ." The CBC is endeavouring, quite properly we believe, to do precisely the same thing through the media of radio and television. That being the case, it is the duty of both bodies to ensure that the vast television audience is given every opportunity to see at least that portion of the Board's product which is designed to fulfil the objective cited above. Much has already been done by the CBC and the National Film Board to achieve this end. A number of NFB documentaries are shown on the television networks regularly and in both languages. Although we believe that the closest cooperation exists between the two organizations in the furtherance of their common objectives, we suggest that consideration be given to the establishment of an official continuing committee comprising three CBC and three NFB officials who might be drawn from the production and financial branches of their respective organizations. Not only would such a committee provide a recognized channel of communication which should remain open at all times, but it would be of much value in preparing long-range plans for consideration and approval of management and also in ensuring that the needs and wishes of one organization are at all times known to the other.

THERE is one area in which there has been some disagreement in the past, and that is the amount of money the CBC should pay for NFB films. Since both organizations are Federal Crown agencies, since their objectives are so similar and since neither is ever likely to be commercially profitable, it is of little consequence to the taxpayer as to who pays how much. However, in the interests of good order, we suggest that in cases where the National Film Board wishes to avail itself of television to reach the greatest possible number of Canadians with films which are specifically designed to carry out the objectives of the National Film Act, then the Board ought to bear the greater share of the cost, particularly when the film can be put to other uses. On the other hand, whenever the Board is commissioned by the CBC to make films for the latter's television purposes, we think it is only fair that the Corporation should either purchase the film outright or at least pay full Canadian television rights at whatever commercial rates are then applicable.

We would not wish anyone to infer from the above that the Commission is of the opinion that the National Film Board should be the only source of supply for CBC film requirements. Even in the documentary field, which is the Board's specialty, we believe that a healthier situation and better films will result if private film producers are not only allowed but encouraged to compete, than if the Board virtually corners the market for television's documentary needs. Non-government producers have an almost clear field in pure entertainment films which — unless we misinterpret the intent of the National Film Act — do not come within the Board's purview.

IT is, then, our suggestion that the CBC should not itself engage in large-scale film production but that it should encourage with judicious vigour, and in some cases finance, Canadian producers to make films which may prove to be not only enjoyable to our television viewers but also profitable to the CBC and beneficial to our young and imaginative film industry.

## CHARLES JENNINGS

(Continued from Page 1)

officers with private corporations of comparable size and complexity" when it comes to salaries. "It is true that the general manager has several senior assistants to whom he has been able to delegate some part of his responsibilities, but we believe that provision should be made for more executive assistance immediately below the general manager," the report says.

Born in Toronto, Jennings graduated from the University of Toronto and began a radio career in 1928 as an announcer for Station CKGW in that city. While at CKGW he announced the first commercial network broadcast in Canada. Leaving CKGW to freelance, he subsequently became known for his coast to coast programs for Canadian Pacific Railways.

In 1935 he joined the Canadian Radio Broadcasting Commission as an announcer. The following year he was appointed chief announcer for the newly-formed Canadian Broadcasting Corporation.

In 1938 he entered the field of program administration for the CBC and became supervisor of program planning the following year. In 1943 he was named assistant supervisor of programs, and two years later was promoted to the post of general supervisor of programs.

Jennings was named director of programs in 1953. In 1955 he was given the additional responsibilities of assistant controller of broadcasting.

As a broadcaster Jennings is remembered for the historic events he described to the Canadian people. He covered the arrival of the R-100 in Montreal in a 12-hour broadcast. Some of his other special assignments included the maiden voyage of the first *Empress of Britain*, the first broadcast of an opening of Parliament at Ottawa, the introduction of President Roosevelt from Hyde Park and the Royal Tour of Canada in 1939.

### Lana Turner In 'Peyton Place'

Lana Turner will star with Lloyd Nolan and Lee Phillips in Jerry Wald's CinemaScope production for 20th-Fox, *Peyton Place*.

### Plan Two For MGM

Cy Feuer and Ernest H. Martin, noted producing team, will make *Stay Away Joe* and *The Boy Friend* for MGM release.

### Bel-Air's 'Dalton Girls'

John Russell will star in Bel-Air's UA film, *The Dalton Girls*.

### Cast In 'Bitter Victory'

Ruth Roman has been signed to co-star with Richard Burton, Kurd Jurgens and Raymond Pellegrin in Transcontinental Films' *Bitter Victory*.



May 15, 1957

REVIEWS FROM THE FILM DAILY, NEW YORK

Page 11

## THE SPIRIT OF ST. LOUIS

with James Stewart, Patricia Smith.  
(CinemaScope & WarnerColor)  
Warner Bros. 138 Mins.

A MEMORABLE PICTURE OF A GREAT PERSONAL AND HISTORICAL ADVENTURE. LELAND HAYWARD AND BILLY WILDER PRESENT JAMES STEWART IN A SUREFIRE BOXOFFICE WINNER.

The Spirit of St. Louis adds new stature to the biographical film. Based on Lindbergh's Pulitzer-prize winning book of the same name, the film is narratively compelling, has charm, nostalgia and success-assuring elements.

The picture is a tour de force for James Stewart as well as Leland Hayward and Billy Wilder, producer and director, respectively. For virtually all of the 138 minutes of running time the cameras are focussed on Stewart as the protagonist. The several other roles are minor and subsidiary. In hands less talented the effect could easily have been dissipated but here it builds cumulatively to the breathtaking climax.

The production is obviously a costly one. No expense was spared to give the film scope and authenticity. CinemaScope and WarnerColor are additional refinements. The clean, crisp screenplay by Wilder and Wendell Mayes opens at a little hotel in Long Island where Stewart is writhing sleeplessly in his bed prior to his takeoff. Slowly fragments of the past come floating back and all that has gone before, leading up to this fateful moment is presented in flashback.

The technical team is to be highly commended. Robert Burks and J. Peverell Marley, directors of photography, have accomplished admirable work. And the music composed and conducted by Franz Waxman is creative and has profound conviction.

Others in the cast are Patricia Smith who contributes a vignette as the girl who provides a little mirror to Lindbergh on his takeoff; Bartlett Robinson, an airplane plant boss, and Arthur Space, a designer.

CAST: James Stewart, Patricia Smith, Murray Hamilton, Bartlett Robinson, Marc Connelly, Arthur Space.

CREDITS: Producer, Leland Hayward; Director, Billy Wilder; Screenplay, Billy Wilder, Wendell Mayes; Adaptation, Charles Lederer; Based on book by Chas. A. Lindbergh; Directors of Photography, Robert Burks, J. Peverell Marley.

DIRECTION: Excellent.  
PHOTOGRAPHY: Superb.

### 'Chicago Confidential'

Brian Keith will star in UA's Chicago Confidential.

### MGM's 'No Blade Of Grass'

MGM has acquired John Christopher's novel, No Blade of Grass.

## OEDIPUS REX

with Douglas Campbell, Eleanor Stuart.  
(EastmanColor)

Oedipus Rex Prod'n's 87 Mins.  
DISTINGUISHED PRODUCTION OF GREEK DRAMA. GOOD BOXOFFICE PROSPECTS FOR DISCRIMINATING FILMGOERS.

Sophocles' ageless tragic drama, first told 2,500 years ago, has been turned into a distinguished motion picture by the cast of the Stratford, Ontario Festival production. This terrible, awesome story of how Oedipus unwittingly killed his father and married his mother, in fulfillment of a prophecy, has been made into striking theatre under the direction of Tyrone Guthrie and the production eye of Leonid Kipnis.

The picture's very lofty excellence makes it long-hair entertainment for the discriminating filmgoer. Art houses should find it going over very well, for it is the quality entertainment that will bring the customer out.

The film actually is a photographed stage-play, with one simple set providing the austere setting of the drama in the version by Irish poet William Butler Yeats.

The players wear masks that emphasizes the personality of each character. Performances are outstanding all around with Douglas Campbell an unforgettable Oedipus and Eleanor Stuart as Jocasta no less memorable.

This Irving M. Lesser presentation is an Oedipus Rex Productions, Ltd. production.

Considering the confines of one set Roger Barlow's photography is quite imaginative and forceful and the music by Cedric Thorpe Davie creates a fitting mood.

CAST: Douglas Campbell, Eleanor Stuart, Douglas Rain, Robert Goodier, Donald Davis, Tony van Bridge, Eric House, William Hutt.

CREDITS: Produced by Leonid Kipnis; directed by Tyrone Guthrie; Photography by Roger Barlow; Continuity by Irving Learner; Version by William B. Yeats; Music by Cedric Thorpe Davie; Designed by Tanya Moiseiwitsch.

DIRECTION: Excellent.  
PHOTOGRAPHY: Brilliant.

## THE BUSTER KEATON STORY

with Donald O'Connor, Ann Blyth  
Rhonda Fleming.

Paramount (VistaVision) 91 Mins.  
NOSTALGICALLY APPEALING RECREATION OF THE SILENT ERA WITH ITS JOYS AND DISAPPOINTMENTS. RATES WELL AS AUDIENCE-PLEASER.

The pantomime excursions of Buster Keaton, which so lit up the silent screen, are brilliantly recreated in this Paramount VistaVision film biography. Versatile Donald O'Connor portrays the frozen-faced comic with striking effect, catching the well-remembered gestures and nuances of the old master. Producers Robert Smith and Sidney Sheldon have shown their fondness for the subject with the resourceful overall production treatment. Included in the cast are Ann Blyth, a studio casting director; Rhonda Fleming, glamorous movie queen; Peter Lorre, silent film director; Larry Keating, studio head.

In its nostalgic flights and old-time comic sequences the picture achieves an unforgettable quality. In its fictionalized biographical line, however, the picture proceeds on standard terrain.

Keaton, as depicted in the screenplay by Sheldon and Smith, was born to the stage and at seven was doing a vaudeville act with his parents. As a young man he broke into the movies on the momentum of a bluff, and presently rose to the heights of the silent screen.

Sheldon has directed ably. The picture is aided measurably by the imaginative photography of Loyal Griggs and Victor Young's music score. Keaton himself served as technical adviser.

CAST: Donald O'Connor, Ann Blyth, Rhonda Fleming, Peter Lorre, Larry Keating, Richard Anderson, Dave Willock, Claire Carleton, Larry White, Jackie Coogan.

CREDITS: Produced by Robert Smith and Sidney Sheldon; Directed by Sheldon; Written by Sheldon and Smith; Director of photography, Loyal Griggs.

DIRECTION: Very Good.  
PHOTOGRAPHY: Very Good.

## DESIGNING WOMAN

with Gregory Peck, Lauren Bacall  
Dolores Gray.

(CinemaScope-Metrocolor)  
MGM 118 Mins.  
TOP CALIBRE COMEDY WITH MUSIC. LAVISHLY MOUNTED, EXTRAVAGANTLY COSTUMED. IT'S GOT EYE AND EAR APPEAL FOR ANY AGE AUDIENCE. HUMOROUS SCRIPT, STAR CAST, SPELL COMMERCIAL SUCCESS.

Dore Schary's production swan song at MGM proves to be an engaging comedy with music that's packed with what the trade calls "socko appeal." For a starter there's the cast headed by Gregory Peck, Lauren Bacall and Dolores Gray. Then there's an extravagant production job credited to Schary, which should provide eye and ear appeal for all types of audiences.

Add to this a veritable fashion fiesta for the ladies, tied in with Miss Bacall's designer role, several imaginatively-staged production numbers by Jack Cole, a good bit of humor in the George Wells script, and the top-drawer John Alton camera work, lensed in CinemaScope and Metrocolor. These attributes spell sure commercial success for this Metro offering.

Director Vincente Minelli has used a broad hand in introducing humor into the script. Most of it takes place in the form of verbal by-play between Peck, his wife, Miss Bacall, and a former flame, Miss Gray.

Outstanding in his role of punchy ex-fighter is Mickey Shaughnessy, whose characterization is played strictly for laughs. He generates a barrel-full before he exits.

Designer Helen Rose, who suggested the original story, has a field day with high style clothes for the cast toppers. The sets, too, lend themselves to lavish praise, as they set the tone of the plot. Top craftsman Cole has taken his dancing cue from scenes, weaving both meaning and action into the very heart of the story; a feat calculated to leave an audience wishing for more of same.

CAST: Gregory Peck, Lauren Bacall, Dolores Gray, Sam Levene, Tom Helmore, Mickey Shaughnessy.

CREDITS: Producer, Dore Schary; Director, Vincente Minelli; Associate producer, screenplay, George Wells; from a suggestion by Helen Rose; Photography, John Alton.

DIRECTION: Deft.  
PHOTOGRAPHY: Excellent.

### MGM's 'Jailhouse Rock'

Judy Tyler will star opposite Elvis Presley in MGM's Jailhouse Rock.

### 'Decision At Sundown'

Karen Steele has been signed by Columbia to star opposite Randolph Scott in Decision at Sundown.

## SEVEN BEFORE CAMERAS AT FOX

Seven pictures are currently before 20th Century-Fox' CinemaScope cameras in Hollywood and abroad in the company's accelerated program calling for 25 releases in the next seven months.

In work on location are The Sun Also Rises, starring Ava Gardner, Tyrone Power, Errol Flynn, Mel Ferrer and Eddie Albert, being shot in Mexico; A Farewell to Arms, being filmed in Italy with Jennifer Jones, Rock Hudson and Vittorio De Sica heading the cast; and Stop-over Tokyo, under way in the Orient and starring Robert Wagner, Joan Collins, Edmond O'Brien and May Britt.

In production at the studio are Peyton Place, with Lana Turner and Lloyd Nolan; Kiss Them For Me, starring Cary Grant and Jayne Mansfield; Down Payment, with Jeffrey Hunter, Sheree North, Tony Randall, Joanne Woodward, Barbara Rush, Cameron Mitchell, Patricia Owens and Pat Hingle; and Will Success Spoil Rock Hunter?, starring Jayne Mansfield, Tony Randall and Joan Blondell.



# Who else?

Only Coca-Cola Ltd. . . . helps build your box office and refreshment profits with advertising like this—

- Illustration graphically promotes purchases of Coke and popcorn.

- Text suggests the quality of your films, the hospitality of your refreshment service.

- Purpose: more friends for your theatre, more profits for you.



Your own good taste selects the movie . . .  
the good taste of Coca-Cola adds to the enjoyment . . .

*When you're out for fun, have a Coke . . . for the special  
pleasure of the best-loved sparkling drink in all the world.*



SIGN OF GOOD TASTE



SIGN OF GOOD TASTE

**FULL-PAGE, FULL-COLOR AD IN YOUR WEEKEND PAPER ON MAY 18**

In the "Star Weekly," reaching more than 879,505 readers, this advertisement will be seen by thousands of potential movie-goers in your area and encourage front-of-the-house sales.

\*COKE\* AND \*COCA-COLA\* ARE REGISTERED TRADE-MARKS OF COCA-COLA LTD.